



ORDER

Flight Dates **08/21/12-08/26/12**

Contract / Revision **308155 /**
Original Date / Revision
 08/16/12 08/16/12
Advertiser **Friends of the Majority**

Agency **Multi Media Services Corpor**
Buying Contact

915 King Street - 2nd Floor
Alexandria, VA 22314

Product
Friends of the Majority
Agency Com 15%
Billing Contact

915 King Street - 2nd Floor
Alexandria, VA 22314

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **5000**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	30	\$19,677.50	\$23,150.00	0.00	07/30/12	08/26/12	30	\$19,677.50	\$23,150.00
Totals	30	\$19,677.50	\$23,150.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	08/21/12	08/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	4	\$500.00	P-2	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	- TWTF - -					4	\$500.00		0.00		
N 2	KNXV	08/21/12	08/24/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	4	\$900.00	P-2	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	- TWTF - -					4	\$900.00		0.00		
N 3	KNXV	08/21/12	08/24/12		CM	6pm-630pm	- TWTF - -	:30	4	\$1,000.00	P-2	0.00 NM	4	\$4,000.00



KNXV

Print Date: 08/16/12

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Contract / Revision **308155** Flight Dates **08/21/12-08/26/12**

Hiatus Dates

Original Date / Revision 08/16/12/ 08/16/12

Order Sep 00:20:00

Advertiser **Friends of the Majority** Product **Friends of the Majority**

Estimate # **5000**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6pm-630pm											
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/21/12	08/27/12	- TWTF - -	4		\$1,000.00		0.00						
N 4	KNXV	08/21/12	08/24/12	M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/21/12	08/27/12	- TWTF - -	4		\$1,200.00		0.00						
N 5	KNXV	08/21/12	08/24/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	- TWTF - -	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/21/12	08/27/12	- TWTF - -	4		\$500.00		0.00						
N 6	KNXV	08/21/12	08/24/12	M-F 5-6am	CM	5am-6am	- TWTF - -	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
				M-F 5-6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/21/12	08/27/12	- TWTF - -	4		\$175.00		0.00						
N 7	KNXV	08/21/12	08/26/12	M-SU 10-1035pm	CM	10pm-1035pm	- TWTFSS	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/21/12	08/27/12	- TWTFSS	4		\$1,200.00		0.00						
N 8	KNXV	08/26/12	08/26/12	Su 6-7am GMA	CM	6am-7am	- - - - - S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				Su 6-7am Good Morning ,											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/21/12	08/27/12	- - - - - S	1		\$250.00		0.00						
N 9	KNXV	08/26/12	08/26/12	Su 8-9am	CM	8-9am	- - - - - S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
				ABC This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/21/12	08/27/12	- - - - - S	1		\$1,000.00		0.00						

*Tax 1 Note: Tax 0.5%.

Totals 30 \$23,150.00